

# Versus Systems, Inc. CEO and Founder Matthew Pierce To Present at 10th Annual LD Micro Conference

VANCOUVER, British Columbia, Dec. 06, 2017 (GLOBE NEWSWIRE) -- **Versus Systems, Inc.** (CSE:VS) (OTCQB:VRSSF) (FRANKFURT:BMVA) today announced a speaking engagement for the company's founder and CEO Matthew Pierce at LD Micro's Main Event.

[LD Micro's Main Event](#) is hosting its 10<sup>th</sup> Annual conference in Los Angeles at the Luxe Sunset Boulevard Hotel in Beverly Hills, CA December 5<sup>th</sup> through the 7<sup>th</sup> 2017. The fastest-growing media segment is competitive gaming and eSports, a market opportunity Pierce and the Versus team seek to expand on behalf of all game developers, publishers, brands and gamers. The 10<sup>th</sup> annual Main Event brings together experts from microcap companies.

Pierce will be discussing how brands can work with over one billion players worldwide in the *Reaching the Global Gaming Audience* panel. "Modern gamers' media consumption typically stops when they put down their favorite device," said Matthew Pierce, CEO of Versus Systems. "The Versus Systems platform has the potential to connect with gamers on an emotional level inside their favorite games, inspiring them to get back in-game at a higher frequency. We're going to increase engagement and growth for our game developers and increase brand loyalty for our pricing partners. We are here to make the gaming experience even more fun than it already is." LD Micro's Main Event will feature presentations from the CEOs of over 250 micro cap companies in attendance, including Data I/O Corporation, Myomo, Inc., Adesto Technologies Corp., SG Blocks, Inc., The Street, Inc. and more. (*Conference speaking date: 12/6/17*)

Pierce has spent his career working on the convergence of technology and entertainment including his work at the Boston Consulting Group and at Warner Bros., in addition to co-founding Rosum Corporation, which later sold to TruePosition, and founding O-Labs, an LA-based technology incubator that was a joint venture of Originate, Inc., Manatt Phelps & Phillips, and ICM Partners.

## About LD Micro

LD Micro was founded in 2006 with the sole purpose of being an independent resource in the microcap space. What started out as a newsletter highlighting unique companies has transformed into an event platform hosting several influential conferences annually. In 2015, LDM launched the first pure microcap index (the LDMi) to exclusively provide intraday information on the entire sector. LD will continue to provide valuable tools for the benefit of everyone in the small and microcap universe.

## About Versus Systems

Versus Systems, Inc. has developed a proprietary in-game pricing and promotions engine

that allows publishers and developers of interactive media to offer prizes inside interactive media including mobile, console, PC games, and streaming media. Brands pay to place products in-game via the Versus platform and players will compete for those prizes. Versus has developed blockchain security and personalization technologies to secure their prizing system.

Versus is working with 704 Games for the NASCAR series of mobile and console games, including NASCAR Heat Mobile which will be available with Versus prizing in early 2018. Versus is also working with Team NINJA, a subsidiary of Koei Tecmo for additional PC and console games; and their prize provider partners include Rockstar Energy Drink, Han Cholo, Tier1, IDW Publishing, and others. To learn more about Versus, see the website at [www.versussystems.com](http://www.versussystems.com), or watch their most recent video on [YouTube](#).

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